

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:	
Jim E. Rainey)	Examiner: Not Yet Assigned
) Application No.: 10/698,497)	Art Unit: 2857
Filed: October 30, 2003)	I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail, with sufficient postage thereon, and addressed to Mail Stop Missing Parts, Commissioner For Patents, P.O. Box 1450,
For: MULTI-PARTY BIDDING FOR ONLINE) ADVERTISING SPACE)	Alexandria, VA 22313-1450 on: 3-30-04
	(Date of Deposit) Kathleen K. Muto
Commissioner for Patents P.O. Box 1450	Rathleen K Mutto 3-30-04
Alexandria, VA 22313-1450	(Signature) (Date)

APPOINTMENT OF ASSOCIATE ATTORNEY

Sir:

I hereby appoint Vanintheran (Vani) Moodley as my associate attorney in the above-entitled application, to prosecute this application, to make alterations and amendments therein, and to transact all business in the Patent and Trademark Office connected therewith.

Please continue to address all future communications to Blakely, Sokoloff, Taylor & Zafman LLP, 12400 Wilshire Blvd., Seventh Floor, Los Angeles, CA 90025-1026.

Respectfully submitted,

SOKOLOFF,/TAYLOR & ZAFMAN, LLP

Dated: $\frac{3}{90}$, 2004

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